

Pulling Together



Mount Baker Rowing and Sailing Center Expansion Campaign

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History Made, History in the Making

There is an unassuming facility on the shores of Lake Washington Boulevard, alive with young people, senior citizens, and everyone in between. Here, at the Mount Baker Rowing and Sailing Center (The Center) regardless of physical ability, age, race, or gender, people row, sail, wind surf, and kayak. They find out about camaraderie and teamwork, about what it's like to be on the water every day at 5:30am, or how to sail in the evening after a stressful day at the office. Here people can excel at a boating sport under the guidance of an excellent coach, learning life lessons and appreciating the natural beauty of Lake Washington.

This was unimaginable only 40 years ago. In 1958 kids weren't allowed in Lake Washington. The Lake was polluted with so much sewage it wasn't safe.



Back then, 14 municipalities were sending 20,000,000 gallons a day of untreated waste into Lake Washington. The situation was so dire that King County voters approved a measure which changed Lake Washington's future. Community leader Jim Ellis was charged with setting up and leading a metropolitan council which 35 years later completed \$140million in sewage treatment infrastructure projects around the County.

In 1968, Ellis and other community leaders championed a set of bond propositions dubbed Forward Thrust, which was overwhelmingly approved by King County voters. The measure included bond proposals encompassing transportation, community, housing, water issues, and other publicly financed capital improvements.



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Teenaged sailors being awarded a certificate of completion. The new facility will permit winter-month sailing and mast-up storage of sail boats. Sailors will have the added safety feature of shower facilities to protect against hypothermia after capsizes.



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Campaign Overview – More than a better building

The Mount Baker Rowing and Sailing Center was initially funded in by Forward Thrust in 1968. The idea of a rowing and sailing center in Seattle's Mount Baker neighborhood -- at that time distressed by lack of investment and the Boeing downturn -- met with skepticism. Community leaders rallied, advocating that construction go forward, even in the face of lingering doubts that Seattle's south end would support a boating center.



Soon after construction completed in 1985, all doubt were dispelled. An instant success, the Center became one of the most popular Parks and Recreation facilities in the area. After just ten years of operation, the Council for the Rowing and Sailing Center began considering a capital campaign to expand the facility to keep up with growing demand.



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Why Now

With increasingly restrictive regulation of lake front construction, this expansion is likely the community's last opportunity to improve and expand the existing facility to meet current and future demand. Driven by urgency, and by a desire to serve more people, the Council began the campaign feasibility and design phase in 2002.



***Pulling Together** ensures Mount Baker Rowing and Sailing Center is well equipped to meet the needs of people today and into the future.*

Mount Baker Rowing and Sailing Center's expansion is about more than a better building. Expansion means inspiring more kids and adults through the experience of being out on the water -- working as a team rowing, sailing, wind-surfing, and kayaking.

It also means honoring an important community legacy. This \$2 million capital expansion is the next chapter in a community success story which began more than 40 years ago and continues today. It is a story of what can happen when a community believes in itself.



Feasibility and Design Phase

After a broad and painstaking review, which included significant revisions to the first design, the current Rowing and Sailing Center expansion design was given an unqualified green light by the Seattle Parks Department, Friends of Olmsted Parks, and Southeast District Council. In addition to its full endorsement, the City of Seattle has stepped up by contributing significant financial and technical resources to the project.



Novice crew programs for middle school boys and girls coach kids of all ability levels to work as teams and give their all in competition.



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Mount Baker 2004 Boys Varsity



Campaign Fact Sheet

You may be a regular user of the Rowing and Sailing Center, or you may have passed it and wondered about those blue buildings on the edge of Lake Washington. But ***did you know...***

- Mount Baker Rowing and Sailing Center is one of only two public rowing and sailing facilities in Seattle, the only two of their kind in the western United States.
- Mount Baker Rowing and Sailing Center is open to all people of all income levels or physical ability interested in learning about non-motorized boating, such as rowing, sailing, kayaking, wind surfing and water safety.
- The facility currently offers novice and varsity competitive rowing to middle school through high-school-aged teens, regardless of ability.
- Mount Baker's crew teams have consistently produced championship rowers on par with exclusive, pricey rowing clubs.
- Mount Baker crew athletes are heavily recruited by college & university rowing programs offering athletic scholarships.
- Mount Baker Rowing and Sailing Center employs high quality coaches who foster a welcoming environment and athletic excellence.
- Roughly 2/3's of those who use the facility live in southeast Seattle; the remaining 1/3 reside throughout the greater Seattle area.
- One quarter of users come from outside Seattle city limits.
- The majority of adult users are women looking to stay active as they grow older.
- Mount Baker Rowing and Sailing Center partners with area nonprofits and schools to provide free boating enrichment programs for hundreds of children each year.
- Mount Baker Rowing and Sailing Center, a Seattle public park, operates in partnership with the Mount Baker Boating Advisory Council. This partnership makes possible the support needed for programs by combining public funding and technical assistance with volunteer support and private funds.



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The expanded facility will provide space for free programs for low-income kids --not just during the summer, but year-round.

The Pulling Together campaign will result in...

- Year-round, not just seasonal, sailing programs with mast-up storage for sail boats;
- Increased space for all program equipment including rowing shells, canoes, sea kayaks and sailboats;
- Several ADA-compliant community meeting rooms for any community purpose, and for indoor activities and education programs;
- Heated locker rooms, showers and bathroom facilities and increased safety when participants end up in the water on a cold day;
- Space to run free programs for low-income kids not just during summer but year-round;



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Elementary-school children ready sailboats to practice sailing skills with Coach Jimmy. The new facility will provide space for after-school boating programs.

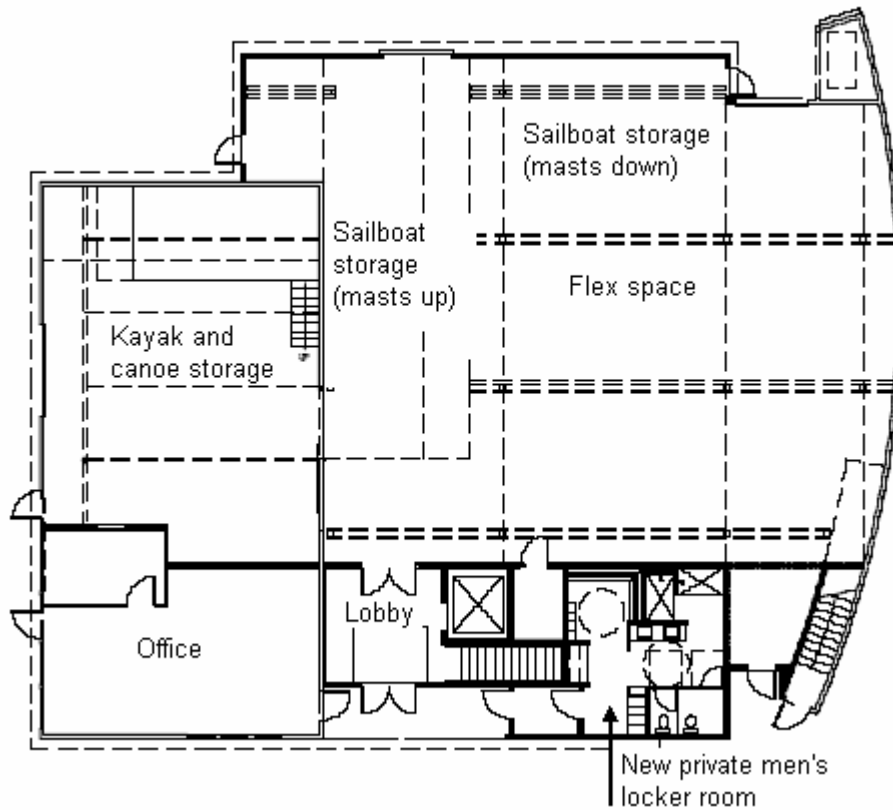


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What's Space Got to Do with It?

The expansion will add almost 2,000 square feet to the existing Rowing and Sailing Center crew house. It will also provide 7,100 square feet of new and upgraded space in the family boating center (currently the sail house).



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These 9,100 additional square feet translate to more and better served users:

Current Facility Shortcomings	Remedy provided in newly expanded facility
Insufficient boat storage space	After-school programs increased by additional space.
Awkward sail boat storage	Mast-up storage means less time and reduced risk of injury raising and lowering masts, and longer equipment life.
Sail boats stored off site during winter, limiting access to summer months only	Year-round sailing for adults; New youth sailing program.
No room for groups larger than 30 people -- larger gatherings and classes are held out of doors, regardless of weather	ADA-accessible meeting spaces, including one with lake-facing deck which accommodates up to 150 people.
Kayak program space-limited to small sit-upon kayaks	New facility includes dedicated space for sit-upon as well as sea-kayaks, increasing access for novice or seasoned kayakers.
Awkward, cramped space increases participant time spent moving equipment in and out and decreases time on the water	Staff and participants have convenient access to equipment, reducing risk of injury and equipment damage.
A single shower for emergency use is inadequate to meet the needs of users, coaches and staff for changing and warming in the event of a capsized and exposure to cold.	ADA-compliant, locker and shower facilities provide place to shower and change; Also hot showers address risk of hypothermia (essential for sailing and wind-surfing) in winter and swimmer itch in summer.
Entrance obscured -- Center a well-kept secret	New facility has clear signage, is more attractive, decreasing paved/gray space. Entrances to buildings are clearly indicated by landscaping and architectural features.



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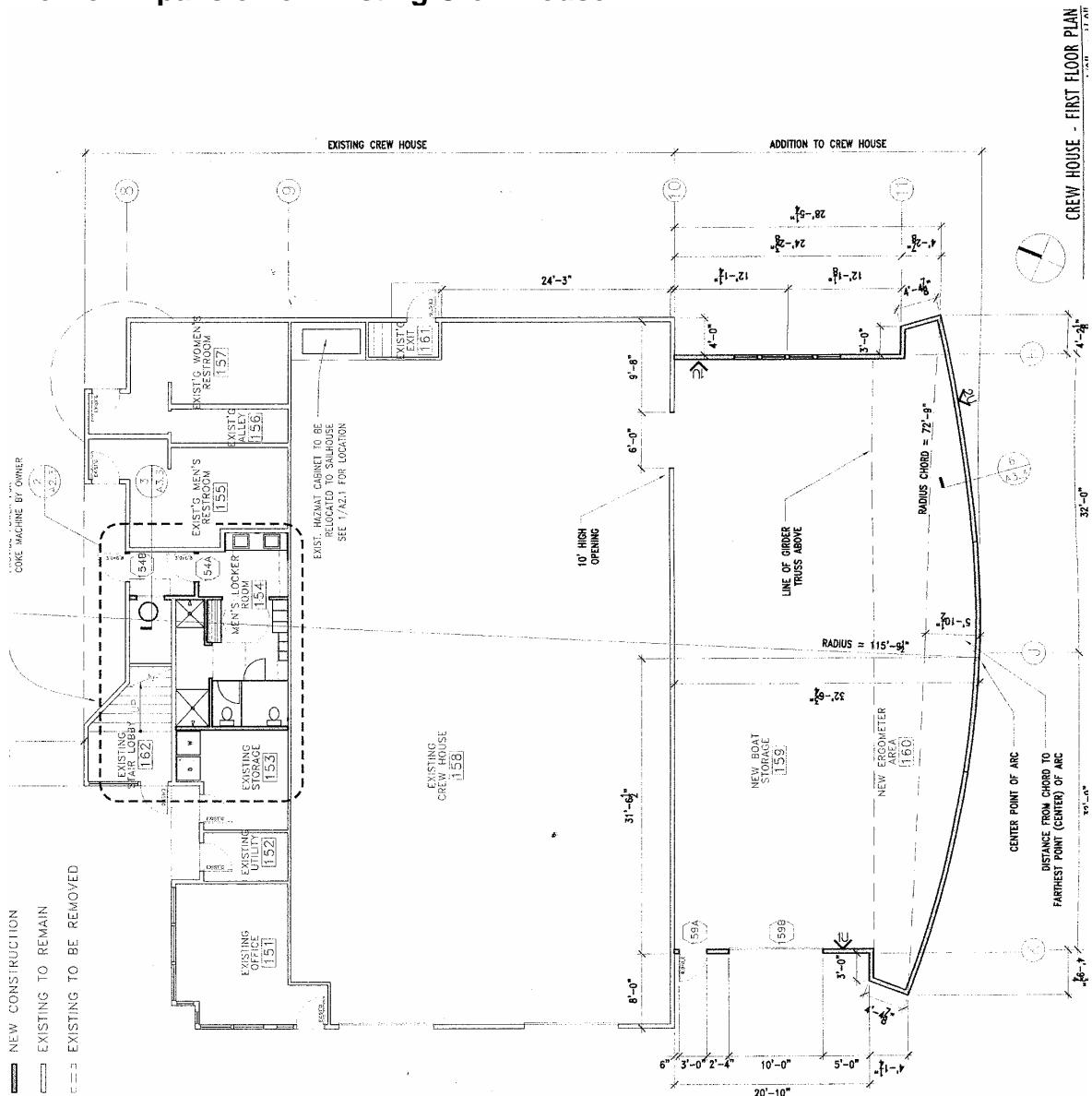
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Mount Baker Rowing and Sailing Center Expansion Campaign

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Mount Baker Rowing and Sailing Center Expansion Campaign

View of Expansion of Existing Crew House



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What Inspires People About this Project

Whether it is because the new Mount Baker Rowing and Sailing Center...

- * provides a place for people of all ages and abilities to get and stay fit,
- * is more attractive than the current modest facility, and more suited to its surroundings,
- * has a track record of turning adolescent kids' lives around, through youth mentorship and peer to peer support,
- * offers seniors a place where they can learn a sport they can do for life,
- * offers a convenient and lovely location to get out on the water in a sail boat,
- * is a southeast Seattle destination that supports the local economy by bringing people to the area,
- * serves people who in all likelihood would not otherwise have a chance to experience these sports,
- * has demonstrated a commitment to expand its existing community outreach to provide year round programs for low-income kids,
- * is a testament to the good community leadership of its volunteer board and of a solid government/community-based partnership,
- * will offer a much needed, wheelchair accessible space for community meetings or celebrations,
- * teaches current and future generations about the importance of stewarding and appreciating our environment,
- * is the result of the will and wisdom of tax payers as well as a committed local community that wouldn't (and still won't) say die,

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...there is a lot about the Pulling Together Campaign to be passionate about.



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Supporting the Campaign

Whether you have benefited personally from the Mount Baker Rowing and Sailing Center, seen friends or family members benefit, or you simply understand how important it is to support the Center's work in our community, your support is crucial.

As of March 2005, the Mount Baker Rowing and Sailing Center is engaged in its public phase of fundraising. The previous quiet phase successfully focused on generating support from Council members, core user groups and lead donors to raise in excess of \$1.4million. To stay on track to reach our goal of \$2 million we must raise the remaining \$600,000 by May 1, 2005.

Your gift

Due to Parks Department regulation, monies must be received to proceed with the bidding process. For that reason, all gifts must be received by May 1, 2005.

This is a special one-time need. We ask that you consider a gift that is significant and meaningful to you of cash, securities, and/or in-kind goods.

Gift Chart for Individual Giving

Level	Donors needed	Dollars needed by level
\$100,000	1	\$100,000.00
\$50,000	2	\$100,000.00
\$25,000	4	\$100,000.00
\$10,000	8	\$80,000.00
\$5,000	15	\$75,000.00
\$2,500	30	\$75,000.00
\$1,000	70	\$70,000.00
<u>\$500</u>	<u>150</u>	<u>\$75,000.00</u>
Total individual giving goal		\$675,000.00



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Donor Recognition and Naming Opportunities

Campaign donors will be recognized (if desired) on a wall in the large alcove leading into the large meeting room. Recognition levels are as follows:

Visionary \$50,000+
Tri-Mountain \$25,000-49,999
Founder \$10,000-24,999
Mount Rainier League \$5,000-9,999
Mount Baker Alliance \$2,500-4,999
Cascade Club \$1,000-2,499
Lake Washington Shores \$500-999
Boulevard Society \$100-499

There is a \$50,000 - \$100,000 threshold to name a room:

- **Founders Room:** Part of the original structure, this meeting space will be reserved to honor community leaders who led the effort to build the Rowing & Sailing Center. Donors at the \$10,000+ level wishing to make a contribution in honor of these leaders will have their names listed beneath those of the Founders.
- **Community Meeting Room:** There are two meeting rooms, one larger, one smaller. The larger room accommodates roughly 150 people and includes a large lake-facing deck. The minimum team or individual donation level required to name that room is \$100,000. To name the smaller meeting room, the team or individual gift threshold is \$50,000.

For gift levels starting at \$25,000, naming opportunities include any of the three bays, the exercise area, or other areas.



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Campaign Budget

Design Costs \$ 268,733

Construction Costs \$1,558,045
Including permitting plus 15% contingency

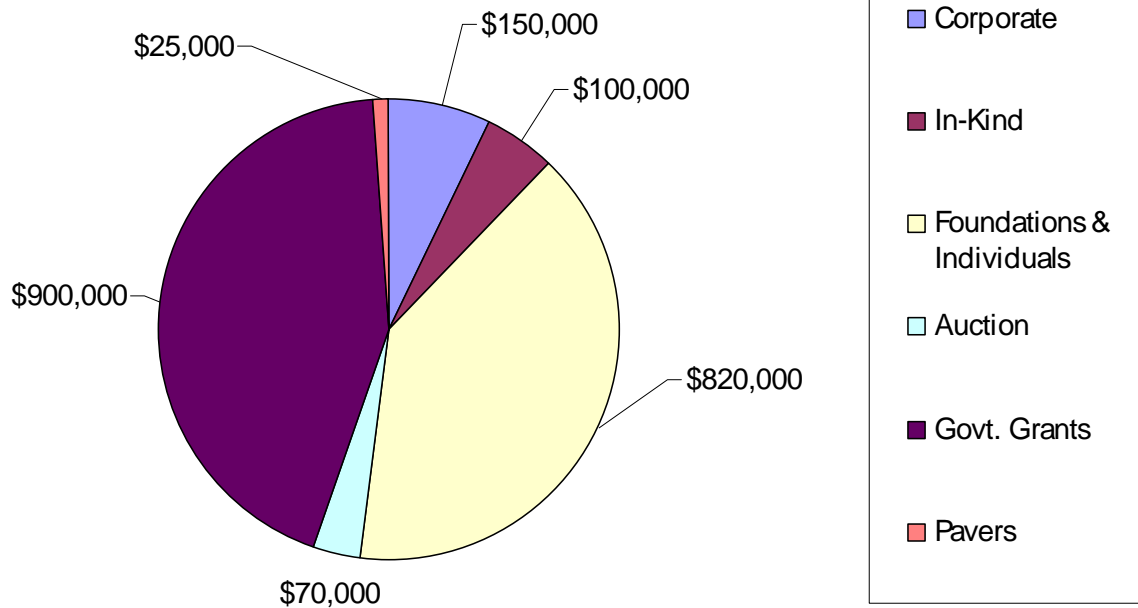
Soft Costs (i.e. Permitting) \$ 238,704

Total \$2,065,482

Fundraising Plan

The following chart indicates sources and relative proportion of funds sought. Roughly 1/3 of needed funds have been committed by government sources. The rest is expected to come from various private sources including corporations, private foundations, and individuals.

Mount Baker Expansion Fundraising Plan



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Midday Rowers, ranging in age from 40- 80+years old, like to row and celebrate together. The new facility means less heavy lifting and awkward maneuvering of equipment, therefore less risk of injury and more time for participants to be in a boat and on the water.



Messages of Thanks

Coach Emily's Story

My story begins in 1944 with the birth of my Mom. She grew up being encouraged in every way possible except one; she was never encouraged to participate in sports. In 1972, she had me, her fourth (and last) child, an only girl. Growing up, she held me to the same standards as the boys; I must participate on a team. In the summer of 1984, she took me on a picnic to Olympia to watch the first ever Women's Olympic Marathon Trials. Watching these women race, inspired my Mom, and in 1985 when Mt. Baker opened, she took her first strokes into the world of athletics, and learned to row.



By the end of 1985 and at the age of thirteen, my self image had done a complete 180, as will happen for many young teenagers. I thought about committing suicide every day. In the spring of 1986, my Mom signed me up to sail with the junior program at Mt. Baker. Two days a week I felt relief from my own inner thoughts. Every other day dragged on with the same self loathing.

At the same time my Mom had gotten hooked on rowing. She knew that I needed something. She knew I had too much time on my hands. My Mom knew two days a week was not enough. She also knew that her fledgling team needed a coxswain. So three nights a week she dragged me down to Mt. Baker to be on her team, to provide something that someone needed, a coxswain for the Adult team.

I too got hooked on rowing, and in the fall of my freshman year I started with the junior rowing program at Mt. Baker. It took a long time for me to realize that I was worth something. I think I struggled with that concept for the next 6-8 years. Over time, my negative self image began to heal. And my thoughts started to branch out and reach out to my second home, Mt. Baker.

I started coaching in the fall of 1992, I coached the novice girls for the next 4 years, and I coached the varsity boys for two more years. In 1998 I left Baker and coached at Kansas State University for a year followed by two years at the



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University of Tennessee. I moved back home and started working at Mt. Baker in the office in the fall of 2001.

At 31, I love my life. I own my house. I have a great dog that sometimes barks too much. I have a gorgeous, funny son whom I look forward to seeing everyday. I have an incredibly supportive partner who loves me for me and encourages me to chase my dreams. And I have dreams to chase because Mt. Baker reminded me how to dream time after time after time.

Thank you for supporting the campaign.



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Coach Kate's Story

I started rowing at Mount Baker the summer of 1991 while visiting my dad for the summer from Idaho. Right from the start I fell in love with the sport and was a natural fit for rowing at 6 feet tall and fiercely competitive. In January of 1992 I decided to move to Seattle to live with my dad permanently. Moving from a town of 18,000 in Idaho to Seattle, I found the transition a little overwhelming.



I started crew up again and found myself quickly addicted.

Mount Baker is where I made my best friends (who I still talk to today), had my first love and found my lifetime mentor, my coach Alice Henderson. Alice [Henderson] was a role model to all and I believe changed many athletes' lives forever.

Teenage years are often troubling and difficult. Alice guided me through mine with confidence and assurance. She taught me about both my inner and outer strengths and helped me become the confident and driven person I am today.

My high school accomplishments at Mount Baker include being elected team captain in 1995 and winning the national championship in the girl's 8+ at the inaugural Cincinnati Invitational. From high school I went on to row for the 1995 U.S. Junior National Team in the girl's 8+ that placed seventh at World's in Poland. From high school I was offered and accepted a rowing scholarship to the University of Washington. While at UW I won four consecutive Pac-10 titles along with two NCAA Team National Championships.

Upon graduating from UW in 1999 I felt my life as a rower was complete. I was happy with all of my accomplishments and felt ready to leave it behind and pursue another path and get a job. I went to work for King County and sat day after day in a cubicle feeling more and more trapped and longed to be outside. After three years I realized cubicles may not be for me quite yet and called Peggy [Tosdal] at Mount Baker to see if she needed any rowing coaches. Luckily she had an



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opening for a Master's coach and I jumped on the opportunity to be back home at Baker. I enjoy coaching the adults and hope that what Alice has taught me echoes in my teachings now and I can have a lasting impact on those that I coach. I feel I will always be connected to Baker and those individuals that make it the special place it is.

I remember back to the Boating Council meetings in 1994-1995 and the discussion of the boathouse expansion. It is exciting to be a part of Mount Baker when this is finally becoming a reality. Mount Baker Rowing and Sailing Center is truly an amazing place. Some may drive by it every day and never know how many lives have been changed by being a part of the magic and camaraderie. I feel lucky to be part of such an amazing family.

Thank you.



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Volunteers and Staff

Anna Martin, MBBAC Board Chair, Chair, Campaign Steering Committee: Anna has served on the Council since 1991, many of those years as treasurer. A consultant for financial data systems, she is past president of Associated Recreation Councils (ARC).

Paul Luu, MBBAC Board Treasurer: Paul has served as a trustee for many years and stepped into the role of treasurer in 2005.

Jean Zatochill, MBBAC Secretary, Chair, Major Giving: Jean's family has lived in the Mt. Baker neighborhood since 1977 and has strong ties to other community residents and organizations. Her daughter is on the Mt. Baker junior crew and her son took part in summer boating; Jean and her husband Don, a physician with Group Health, also row with the midday recreational crew. Jean joined the Boating Advisory Council in 2000 and chairs the Major Donor Committee for the Campaign.

Holly Boone, Major Giving Committee Pledge Tracking: Holly has served on the Council since 1998. A former technical writer at Microsoft, she writes grants and campaign literature and serves as a co-lead on the Major Donor Committee.

Phil Defliese, Chair, Corporate Giving Committee: Vice President of Finance, CFO of Safeway Seattle Division, Paul is a strong booster of junior crew. Phil joined the Boating Advisory Council in 2005.

Linda Bush, Conibear Liaison to Steering Committee and Major Giving Committee Scribe: Linda has rowed many years with Conibear Rowing Club, the private women's team that leases space at the Center. Linda is fundraising team leader among the Conibear members. She has served on the Council since 2001.

Carole Button, Chair, Auction Committee, Youth Crew Alumni Team Leader: As her three sons have grown up in Mt. Baker junior crew, Carole has served as the junior parent volunteer coordinator for the last nine years. She has relinquished that role to assume duties as chair of the Auction Committee. She has served on the Council since 1996.

Melinda Partin, Procurement Lead, Auction Committee: A co-owner of Worktank, a marketing and creative services agency, Melinda joined the Boating Council in December 2003 specifically to help with the facility expansion. She uses her project management skills as procurement lead for the dinner auction and other fundraising events.

Peggy Tosdal, Mount Baker Rowing & Sailing Center lead staff has been with MBRSC for more than 10 years. Previously in business for herself as a construction contractor, Peggy is skilled in all aspects of the design and build process. Through her leadership and steady hand, MBRSC has built a respected array of rowing and sailing programs. Her expertise and ability to articulate the impact of expanding the Rowing and Sailing Center has been crucial to this campaign.

